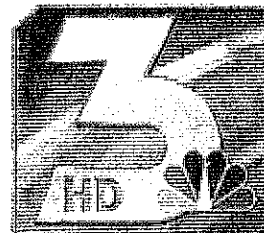


**ORDER****KSNV**

**Orders**  
**Order / Rev:** 104117 /  
**Alt Order #:** 06831873  
**Product Desc:** BERKLEY FOR SENATE  
**Estimate:** 30S  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 07/09/12 / 07/09/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Berkley, Shelley for Senate  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$53,950.00	\$45,857.50	0.00
<b>Totals</b>	<b>73</b>	<b>\$53,950.00</b>	<b>\$45,857.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	8	\$400.00	1	0.00	NM	8	\$3,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			8		\$400.00		0.00				

Order / Rev: 104117  
 Alt Order #: 06831873  
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	\$400.00	1	0.00	NM	8	\$3,200.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					8	\$400.00		0.00			
E 2	KSNV	09/03/12	09/03/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					2	\$400.00		0.00			
E 3	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					2	\$700.00		0.00			
E 4	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					8	\$700.00		0.00			
E 5	KSNV	09/03/12	09/03/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		TODAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$1,400.00		0.00			
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		TODAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----					1	\$1,400.00		0.00			
E 7	KSNV	08/28/12	08/31/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					4	\$425.00		0.00			
E 8	KSNV	09/03/12	09/03/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$425.00		0.00			
E 9	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$500.00		0.00			
E 10	KSNV	08/28/12	08/31/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					4	\$500.00		0.00			
E 11	KSNV	08/28/12	08/31/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					4	\$700.00		0.00			
E 12	KSNV	09/03/12	09/03/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$700.00		0.00			
E 13	KSNV	09/03/12	09/03/12		CM	4-430p	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00

Order / Rev: 104117  
 Alt Order #: 06831873  
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 at 4															
News 3 at 4															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$700.00		0.00			
E 14	KSNV	08/28/12	08/31/12	News 3 at 4	CM	4-430p	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
News 3 at 4															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$700.00		0.00			
E 15	KSNV	08/28/12	08/31/12	M-F Early News	CM	5-630p	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$1,000.00		0.00			
E 16	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$1,000.00		0.00			
E 17	KSNV	09/02/12	09/02/12	Vegas Inc.	CM	6:30-8pm	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
Vegas Inc.															
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$375.00		0.00			
E 18	KSNV	08/28/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	4	\$800.00	1	0.00	NM	4	\$3,200.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$800.00		0.00			
E 19	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$800.00		0.00			
E 20	KSNV	09/03/12	09/03/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Jeopardy/Wheel of Fortune															
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					2	\$1,000.00		0.00			
E 21	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	8	\$1,000.00	1	0.00	NM	8	\$8,000.00
M-F Jeopardy/Wheel of Fortune															
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					8	\$1,000.00		0.00			
E 22	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----SS					2	\$1,100.00		0.00			
E 23	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$1,100.00		0.00			
E 24	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$1,100.00		0.00			
E 25	KSNV	09/02/12	09/02/12		CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00

Order / Rev: 104117  
Alt Order #: 06831873  
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Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sports Night in Las Vegas															
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/27/12		08/27/12	09/02/12	-----S			1		\$200.00		0.00				
E 26	KSNV	09/01/12	09/01/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/27/12		08/27/12	09/02/12	-----S-			2		\$625.00		0.00				
													Totals	73	\$53,950.00